



**XIM University,
XIM Bhubaneswar
MBA BM**

Course Name	Market Research (MM-III)
Program	MBA BM
Batch	2024-26
Academic Term	III
Credits	2
Course Instructor (s)	Prof. Dr. Avinash Tripathi

1.0 Course Description

Marketing research primarily focuses on creation and management of profitable long-term relationships with customers with an emphasis on the use of information and communication technologies in researching, selecting, entering, and competing in global markets. The various components of marketing intelligence can be included under two main areas—marketing research and customer relationship marketing/database marketing.

Marketing research focuses primarily on the collection and use of information on customers and their needs for designing marketing programs. Marketing data can be collected from primary, secondary, and standardized sources. This course will help students to understand data analysis in marketing research using the data on prospects, customers, competition, products, and markets while incorporating marketing concepts, methods, and quantitative tools, to make meaningful decisions with regard to marketing campaigns, resource allocation, and the managerial planning process.

2.0 Course Objectives

1. Using marketing research for segmentation decisions
2. Using marketing research for product decisions
3. Using marketing research for distribution decisions
4. Using marketing research for advertising and promotion decisions
5. Using marketing research for branding decisions

3.0 Student Learning Outcomes

The course envisages the following learning outcomes:

- a) CLO 1: The students will develop an understanding of market research.
- b) CLO 2: The students will be able to do data-driven decision making in marketing and the use of analytical approaches in the decision-making process.
- c) CLO 3: The students will be able to analyze and apply analytical methods in marketing applications.

4.0 Required Textbook and Reference Materials

Textbook:

Marketing Research (V. Kumar, Robert P. Leone, David A. Aaker, George S. Day)

Additional textbooks: None

Additional readings and cases would be shared from time to time.

5.0 Course Coverage

The course will consist of a series of lectures, case analyses, discussions, and in-class exercises with real-life data. The students are advised to read the chapters before coming to the class, so as to have a more in-depth learning for the in-class case discussions.

Tentative Session Plan

Session No.	Topic	Coverage	Mode of Delivery
1	Marketing Research introduction	Marketing Research Process Preliminary stages of the Marketing Research Process	Lecture/Case/data analysis
2	Information from Respondents: Issues in Data Collection	Methods of Data Collection	Lecture/Case/data analysis
3	Information from Respondents: Survey Methods	Collecting Data	Lecture/Case/data analysis
4	Attitude Measurement	The Concept of Measurement and Scaling	Lecture/Case/data analysis
5	Designing the Questionnaire	Planning What to	Lecture/Case/data

		Measure	analysis
6	Experimentation	Laboratory and Field Experiments	Lecture/Case/data analysis
7	Sampling Fundamentals	Sampling Process	Lecture/Case/data analysis
8	Fundamentals of Data Analysis	Choice of Statistical Technique	Lecture/Case/data analysis
9	Hypothesis Testing	Logic of Hypothesis Testing	Lecture/Case/data analysis
10	Sample Size and Statistical Theory	Determining the Sample Size	Lecture/Case/data analysis
11	Means and Proportions	Analysis of Variance (ANOVA)	Lecture/Case/data analysis
12	Correlation and Regression	Correlation Analysis and Regression Analysis	Lecture/Case/data analysis
13	Multivariate	Discriminant, Factor, and Cluster Analysis	Lecture/Case/data analysis
14	Presentations	Project presentations	

NOTE: Changes in Syllabus: Although this course is expected to follow the plan as shown above, the faculty reserves the right to adjust the plan as per need.

6.0 Course Evaluation

Component	Weightage	Duration (Minutes)	Assessment of Course Learning Outcome(s) (CLO)
Quizzes (MCQ, ten marks*2 quizzes)	20	7 minute each	CLO 1
Project (group submission)	20	NA	CLO 1, CLO 2, and CLO 3
Class Participation	10	NA	CLO 1 and CLO 2
Case Analysis and Participation	10	NA	CLO 1, CLO 2, and CLO 3
Simulation/Analytics	10	NA	CLO 1, CLO 2, and CLO 3

End-term	30	180	CLO 1, CLO 2, and CLO 3
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Group project assignments shall be discussed in detail in the first session.

7.0 Academic Discipline and Integrity

- a) Students are expected to adhere to all forms of disciplinary norms and code of conduct compulsorily during all academic interactions especially in the classrooms.
- b) Students are expected to demonstrate the highest level of integrity in all their academic works such as tests, exams, assignments, etc.
- c) Plagiarism of any kind will not be tolerated. Plagiarism beyond **X** % found in their submission(s) will result in zero marks in that submission.
- d) Students involved in academic dishonesty will be dealt with as per the Student Manual of Policies.
- e) *No network policy*: Electronic devices such as mobile phones, laptops are strictly prohibited during offline classes unless students are explicitly told to bring them by the instructor. In case of any aberration, the faculty reserves the right to penalize the student.
- f) Punctuality and adherence to class timing are necessary. Late coming is likely to result in no attendance. Habitual latecomers (i.e., more than 3 times in the duration of the course) will be penalized.